

Notes on the
Development of a
Successful
Business.



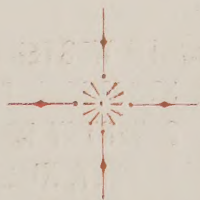
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**“’Tis not in mortals to
command success. We’ll do
more—deserve it.”**



New Pharmacy at the Five Ways,



RECENTLY OPENED BY

HEDGES & SON,

Cash Dispensing Chemists,

OTHER BRANCHES AT

7, NORTH WESTERN ARCADE;
375, STRATFORD ROAD;
421, COVENTRY ROAD;
HIGH STREET, KING'S HEATH
111, SOHO ROAD.

**Dale End,
Birmingham.**

Hedges & Son

have pleasure in calling the attention of the inhabitants of Edgbaston and District to the branch establishment they have just opened at

137, BROAD STREET,
close to the Five Ways.

The shop has been fitted up with every convenience that experience and skill can suggest, and has been stocked with a first-class selection of Drugs, Sickroom Requisites, Invalids' and Infants' Foods, Patent Medicines, etc. New Remedies will be constantly added, and any article not in stock obtained at the shortest notice.

**THE PRICES CHARGED ARE THE SAME AS AT
THEIR DALE END ESTABLISHMENT.**



HEDGES' WHOLESALE DEPOT AND CHIEF RETAIL ESTABLISHMENT AT DALE END ESTABLISHED OVER 50 YEARS.

Success in Business

of a real and enduring character is only attained by merit. HEDGES' have been established now over fifty years, and their business prosperity shows no signs of decay.

Nearly thirty years ago the proprietor, realising that the usual Chemist's charges were in many cases extremely excessive, decided that by buying for cash in the best markets and selling only for cash (thereby avoiding the heavy cost of bad debts), he could give the public the best medicines that could be obtained at a price lower than that usually paid for inferior articles.

The success which has attended his efforts have produced many competitors, but he has never allowed competition in prices to alter his standard of quality.

In order to meet the requirements of suburban residents, branches have been established on the main thoroughfares leading from the city, and the large measure of support accorded to them, augurs well for the success of this latest branch.

Dispensing Department.

THIS branch of our business has received special attention, and arrangements have been made to cope with large numbers of Prescriptions.

Our aim is to merit the confidence of both prescriber and patient, and though our dispensing charges are much LOWER than those of most other chemists, QUALITY is never sacrificed nor substitution countenanced.

FULLY - QUALIFIED AND EXPERIENCED ASSISTANTS are employed at every branch, and every precaution taken to ensure the prescriber's intentions being strictly carried out.

Medicines promptly delivered to all parts of the city and suburbs FREE OF CHARGE.

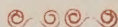


*A complete record is kept of all Pre-
scriptions, and we are always
willing to furnish a copy free.*

A Wonderful Remedy.



**CORNS
REMOVED IN
THREE OR FOUR
DAYS
WITHOUT PAIN.**



Dr. Clare's Magical

Corn Silk

SMART BOOTS CAN BE WORN

WITH EASE AND COMFORT.

DR. CLARE'S CORN SILK is absolutely different from the common Plasters so much in use, and must not be confounded with them because of any slight resemblance. It is a thin Tissue, and cannot be felt in the boot. Can be cut to the size of the corn. Once on, need not be again interfered with. Brings ease at once.

Sold in $7\frac{1}{2}$ d. and $1\frac{1}{4}$ Packets.



Hedges' Cash Prices : 6d. and 10d

Hedges & Son

beg to emphasize the fact that they are "CHEMISTS and DRUGGISTS," and not a "Limited Company." Their interest in the business and responsibility is therefore much greater. The public have the advantage of greater personal supervision by principals than is possible in the case of Joint Stock Companies.

